



PACIFIC SOUTHWEST REGION (REGION 7)
NATIONAL NETWORK OF LIBRARIES OF MEDICINE

Pacific Southwest Regional Medical Library (PSRML)

Serving the states of Arizona, California, Hawaii, and Nevada, and the U.S.-Associated Pacific Basin.

Quarterly Progress Report
August – October 2004

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A. NETWORK PROGRAMS

1. Providing health professionals with a basic level of information services

- Loansome Doc Service in the Pacific Southwest Region
Service to Affiliated users is offered by 190 libraries
Service to Public users is offered by 50 libraries
Service to Unaffiliated health professions is offered by 69 libraries
Service to International Libraries is offered by 17 libraries
Service to international users is offered by 14 libraries

2. Assessing the needs of health science libraries

- PSRML filled **20** requests from network members for NLM promotional items. Over the course of the quarter, PSRML filled and mailed a total of **8,842** items NLM and NN/LM promotional items including: Guides to NIH HIV/AIDS Information Services; Health Hotlines Booklets, MedlinePlus Bookmarks, MedlinePlus and NLM Pens, MedlinePlus Posters and PSRML mouse pads.
- The following videotapes were circulated to network members during the quarter via our PSRML multi-media loan page¹. No audiotapes were circulated. :
 - Videotapes:
MLA CD-ROM 2004- Seize the Power- 7
HIV/AIDS and African Americans- 1
Race: The Power of Illusion- 3
Roles and Essential Skills of the Expert Researcher- 5
Changing the Face of Medicine DVD- 2
Reading Between the Lines (DVD)- 1
2004 MLA Teleconference: The Art and Practice of Electronic Journal, Book, and Database Licenses- 1
Health Information Professionals & The Health Insurance Portability & Accountability- 1
Library Technology Reports-1 (Journal)

3. Managing the NN/LM Network membership program for the region

- According to DOCLINE, Region 7 has a total of 658 network members: 242 Affiliate and 416 Full members.

¹ <http://nmlm.gov/psr/loans/>

4. Implementing the Regional Document Delivery Plan

- During this quarter, PSRML staff participated in three NLM DOCLINE teleconferences: August 17th, September 21st and October 19th; and in one LinkOut teleconference on September 22.
- DOCLINE statistics for the Pacific Southwest Region are:
 - There are no pending DOCLINE applications.
 - 412 DOCLINE libraries; 31 of these are Borrow-only libraries.
 - Four Full member libraries are not DOCLINE participants: Northridge Hospital Medical Center (CAUNTM), San Joaquin Community Hospital (CAUZDZ), St. Jude Medical CRMD (CAUPAC), and Sierra Nevada College (NVUHXL).
 - Seventy-seven DOCLINE routing table approvals were completed at PSRML during the quarter.
 - Five DOCLINE orientations were performed via telephone during the quarter, which took a total of 4.5 hours.
 - Thirty-two DOCLINE Library Groups are recognized in our Region, sixteen of which are region specific.
 - Forty-five requests for DOCLINE holds were received and processed during the quarter.
 - Four libraries were added to the FreeShare Library Group in DOCLINE during the quarter, for a total of 110 FreeShare library group members in this Region.
 - There are 1170 DOCLINE libraries across the Regions that participate in FreeShare.
- The following chart shows DOCLINE participation in the Pacific Southwest Region:

Location	Serial Holdings Contributors	Borrow-Only DOCLINE	Total DOCLINE Participants
Arizona	42	7	49
California	306	22	328
Hawaii	15	1	16
Nevada	13	1	14
Pacific Basin	5	0	5
Regional Total	381	31	412

- EFTS replaced its old File Builder Program with its new Online Transaction Entry, the web based system that libraries can use to enter interlibrary loan charges data. Within a very short time after the new capability was announced, we began receiving messages of support and congratulations from Network members who said that it was very easy to use and a great improvement. We were pleased to hear this news since Julie Kwan and Andrea Lynch had worked with EFTS personnel to design screens and data display to create a system that would be very easy for Network members to use. We were gratified

that our efforts had been successful. On August 19, Julie Kwan met with medical librarians from Kaiser Permanente Southern California about joining EFTS.

- Alan Carr worked with Michael Sholinbeck at UC Berkeley Public Health Library on a proposal for electronic document delivery services for their California Department of Health Services contract clientele. Michael submitted a phased project with detailed equipment needs to upgrade the library's services in this area.

5. Meeting responsibilities of Resource Libraries and the RML

- NN/LM PSR Resource Libraries Directors met on September 29, 2004. See Appendix X for a copy of these minutes. We welcomed first-time attendees Christine Scott-Smith (University of Guam), Debra Ketchell (Stanford University), and Jim Curtis (University of Nevada, Reno). Jim became the Director of Savitt Medical Library in August.
- Judy Consales and Heidi Sandstrom attended the NLM Orientation on September 13-14, as they were appointed in the past year to the positions of NN/LM PSR Director and Associate Director, respectively.

6. Establishing and maintaining effective communication

- Staff attended monthly NLM/RML, Outreach/Education Coordinators, Consumer Health Coordinators, and DOCLINE monthly teleconferences.
- Summaries of projects in the region were submitted to the National Network Office for compilation into National Medical Librarians Month web page.
- Two issues of the PSRML newsletter, *Latitudes*, were published: July-August and September-October 2004.
- During the quarter, 29 postings were sent to RMLRG7-L, PSRML's email announcement list. Updates to RMLRG7-L were as follows:
 - 33 additions to the list
 - 32 deletions from the list
- NN/LM PSR web usage summary statistics for the quarter are as follows:

Month	Visits	Page Views
August 2004	12,399	80,134
September 2004	13,176	81,989
October 2004	15,710	83,423

- Website visits increased gradually for the months of August 2004 through October 2004. More detailed statistics on our web page.²

² <https://staff.nlm.gov/usage/psr/>

- During the quarter Michael continued to work with Julie Kwan on the PSR website redesign. We plan to implement the new design by late January 2005.
- In October Michael finalized development of two Camtasia tutorials for the PSR website. These web-based tutorials should be ready for a November release. In early October Michael's Technology Assistant, Amber Haq, resigned. Michael quickly hired a new student, Michael Ma.

7. Consulting with the Regional Advisory Committee

No communication this quarter.

8. Monitoring and evaluating regional programs

- Kay Deeney participated on the review team for the September NLM site visit to the National Online Mapping Center in Indianapolis, Indiana on September 15-16.
- Kay Deeney continued to attend the weekly meetings of the Technical Advisory Committee for NOMC through October 18th when she was replaced on the Committee. She provided RML feedback to the NOMC on its anticipated October NLMC Service Release.

9. Obtaining feedback from users and recommending ways of improving information access

We continue to get feedback from our Network members and others targeted for our outreach efforts, and forward comments as appropriate to NLM.

10. Providing a computer-equipped training facility.

- The Computer Training Lab continued to be used for the UCLA David Geffen School of Medicine, Dean's Office; UCLA Department of Molecular and Medical Pharmacology; UCLA Biomedical Library staff for staff development programs, and PSRML staff for teleconferences.

11. Provide feedback to the NLM from user and non-users on NLM and NN/LM products and services.

We submitted zip codes representative of various socioeconomic and cultural populations within Los Angeles County to NLM for testing of the Go Local prototype.

12. Promoting and encouraging the submission of applications for NLM-funded grants.

- Alan Carr and Heidi Sandstrom consulted and worked with Steve Carson, MD, from the San Diego County Medical Society Foundation, on the development of a proposal for an Internet Access to Digital Libraries (IADL) Grant. The grant proposal is designed to build and maintain a library of culturally sensitive, elementary grade-level patient education materials in multiple languages, which would become accessible to physicians free of charge on the Internet. He plans to submit the proposal to NLM in February 2005.

13. Following up on NLM-funded grants.

Outreach Subcontracts

- Quarterly reports were received for continuing PSRML Express Outreach Awards.
- Outreach Subcontracts: An overview of project accomplishments appears here, and complete quarterly reports from subcontractors are included in **Appendix A**. The Subcontractor outreach activity tabular reports were generated from the National Online Mapping and Reporting System³. Outreach data included in the summaries are: total number of activities; total number of activities that included a significant number of minorities and total number of participants. *Note: Where N/A is indicated, there was no outreach activity reported in this quarter.*
- **Exhibit at the Wild West Veterinary Conference – Carlson Health Sciences Library, University of California, Davis**
- This exhibit involved a large regional veterinary conference held in Reno, NV, October 7-9, 2004. Two librarians staffed the exhibit booth and provided numerous demonstrations to make attendees aware of the veterinary content in PubMed and various other resources, and to inform attendees about document delivery and search assistance services available to them from the UC Davis Health Sciences Libraries. Attendees also received instruction about free online resources of peer-reviewed veterinary information. Strategies used to promote this information included a description of library services in the conference program booklet, as well as distribution of the specialized PubMed brochure prepared by the Veterinary Medical Libraries Section of MLA.

Total Training/Demonstrations:	N/A
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- **Clinical Internet Training Lab – San Mateo Medical Center Library**
- Subcontractor Mark Constantz conducted two formal training workshops covering PubMed and other resources during the quarter. In addition, numerous drop-in training sessions were held with physicians and nurses who treat HIV/AIDS patients, Latino immigrants, uninsured patients and the chronically mentally ill at various county clinics. Mr. Constantz also provides telephone consultations on using the clinical resources. Additional training sessions are planned for the winter of 2005.

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	2
Total Participants:	19

- **Internet Professional and Consumer Medical Information Access – Guam Memorial Hospital Authority**

³ https://staff.nlm.gov/outreach/activity_reporting/

- Subcontractor Arlene Cohen presented one ninety-minute training session during the quarter, held at the first Micronesian Medical Symposium on October 8, 2004. The session was called “Internet Access to Medical Information” and covered PubMed searching, procedures for enrolling in Loansome Doc, and identifying free electronic health resources. A handout of Internet medical information resources, compiled by Ms. Cohen, was distributed to all symposium attendees. Ms. Cohen is also in the process of scheduling consumer health sessions for the winter of 2005.

Total Training/Demonstrations:	1
Total sessions of participants were 50% ≥ minorities:	1
Total Participants:	8

- 1st Quarterly reports were received for **Access to Electronic Health Information Projects 2004:**
- **Design and Implementation of Web-based Video Library of Neuromuscular Channelopathies – Judith Tuttle Memorial Library, Periodic Paralysis Association**
- During this quarter subcontractor Patrick Cochran completed the initial system design phase of the project, including the key design parameters of the web-based video library. A computer and camera were ordered, to proceed with testing of the prototype web-based system’s functionality. The video library will be viewable on the Internet, and will consist of a collection of video clips, which will be imbedded in the library’s web site. Sony hardware was purchased in place of the originally proposed Dell hardware, because it comes with integrated video management tools for cross-system compatibility, which will reduce the overall cost and complexity of the project.

Total Training/Demonstrations:	N/A
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- **Senior Health Project in San Diego – Pacific College of Oriental Medicine**
- During this quarter, recruitment and selection of a Project Manager was completed, and library technicians were also selected to assist with the development and evaluation of class materials. Site visits to the Third Avenue First Lutheran Church and the Florence Riford Senior Center were conducted to assess user needs and the computer and network requirements available to conduct classes. Wireless capability was also tested. Flyers were developed to advertise the kick-off presentations and the computer workshops, and were distributed to clubs and meeting locations frequented by seniors. Press releases were also sent to over 100 media and television contacts. Several promotional presentations were made at local sites. Instruction began at both sites around the end of October, 2004.

Total Training/Demonstrations:	2
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	7

- **Health & Education Through the Library Access Program (HELP)—Verde Valley Medical Center**
- During this quarter subcontractor Karen Fanning focused on publicizing the program and preparing instructional packets for distribution at planned training sessions. Unfortunately, Ms. Fanning was not able to recruit the part-time support person that she had planned on to assist with the project, due to the low number of qualified applicants from the surrounding rural area. Ms. Fanning also found that the social service agencies she had planned to reach were busy preparing for the holiday season, so training for these groups was postponed until the winter of 2005. Ms. Fanning has also arranged training sessions for public libraries in Cottonwood and Sedona for the winter of 2005.

Total Training/Demonstrations:	3
Total sessions of participants were 50% ≥ minorities:	0
Total Participants:	17

- 6th and Final Quarter reports were received from the Access to Electronic Health Information (AEHI) 2002 project contracts. SDSU applied for an extension until February 2005.
 - **Central Valley Access to Electronic Health Information Project – Henry Madden Library, California State University, Fresno, CA**

Total Training/Demonstrations:	NA
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- **Facilitating School Nurses' Access to Electronic Data - Library & Information Access, San Diego State University, San Diego, CA**

Total Training/Demonstrations:	3
Total sessions of participants were 50% ≥ minorities:	0
Total Participants	74

- **Hawaii Health Portal - Hawaii Medical Library, Honolulu, Hawaii**

Total Training/Demonstrations:	NA
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- **A Partnership between Good Samaritan Regional Medical Center and the Body Positive Foundation of Phoenix - Good Samaritan Regional Medical Center, Health Sciences Library, Phoenix, Arizona**

Total Training/Demonstrations:	NA
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B. OUTREACH PROGRAMS

1. Outreach to Health Professionals

- Alan Carr presented a two-hour workshop covering PubMed, MedlinePlus, and other NLM resources to a group of graduate students and nursing faculty at Cypress College, located in Orange County, CA.
- In preparation for the exhibit season, Alan coordinated the revision of the PubMed, NLM Gateway, and MedlinePlus en español trifold search guides.
- Alan Carr widely publicized to the public health community in the region the availability of “Public Health Information & Data: A Training Manual,” a new resource on the phpartners.org web site. As a result, the northern section of the California Public Health Association added a link to the “Partners” page on their web site. Alan also alerted the same group to the availability of two continuing education institutes being offered by NLM at the annual American Public Health Association meeting in Washington, DC, in November, 2004.

2. Consumer Health Information Services

- Kay Deeney taught three days of Internet workshops at the Apache Women’s Conference in Pinetop, Arizona. Network members, Pat Auflick from the University of Arizona, Tucson and Marjorie Geiger from Navapache Regional Medical Center, Show Low, AZ assisted.
- Heidi Sandstrom met with Paul Heavenridge of Literacyworks.org on September 8 re: his project proposal and modified his proposal based on her feedback for resubmission to the NNO.
- Heidi Sandstrom facilitated the scheduling of a meeting between the California HealthCare Foundation and NLM in August to discuss a potential Go Local project for California.
- In September, Heidi Sandstrom received an invitation from Libraries for the Future to attend a forum on Libraries and Health Information on November 8-9, 2004. Unfortunately, the fall schedule precluded RML staff from participating in this.
- Heidi Sandstrom worked with Glendale Public Library to refine its proposal for Major Outreach Award funding. NNO approved the revised proposal.

3. Training to Support Electronic Access to Health Information

Summation of Outreach Activities

Totals for RML and Subcontractors, Quarter 2 2004-5	
Total Training/Demonstrations:	25
Total sessions of participants were 50% ≥ minorities:	11
Total Participants:	545

Totals for RML, Quarter 2 2004-5	
Total Training/Demonstrations:	14
Total sessions of participants were 50% ≥ minorities:	8

4. Exhibits and Presentations at Meetings

PSR exhibited at the following regional and national meetings:

- Latino Book and Family Festival, Phoenix, AZ
Drew University Information Technology Fair, Los Angeles, CA
Emergency Nurses Association, San Diego, CA
Arizona Public Health Association, Mesa, AZ
American Dietetic Association Food & Nutrition Conference & Expo, Anaheim, CA
American Academy of Physical Medicine & Rehabilitation, Phoenix, AZ
- Alan Carr presented a one-hour workshop about NLM resources at the annual meeting of the Gay & Lesbian Medical Association in Palm Springs, CA, on October 23, 2004.

5. Technology Awareness and Integration

The RML sponsored nine regional sites for the MLA satellite teleconference on September 22, 2004 called “The Art and Practice of Electronic Journal, Book, and Database Licenses: Practical Tips for Health Care Organizations.”

Alan Carr participated in the A.C. Drew University Information Technology Fair on September 23.

We solicited library participation for the University of North Dakota virtual reference service. UC Davis expressed interest in participating in this.

Heidi Sandstrom and Julie Kwan teleconferenced with California HealthCare Foundation about an electronic document delivery project.

6. Library Improvement

No activity this quarter. We continue to monitor the situation at DQ University, which received approval for funding but may lose its accreditation/ability to carry out the project.

7. Connections

C. OTHER ACTIVITIES

- Alan Carr attended the MLA satellite CE teleconference “The Art and Practice of Electronic Journal, Book, and Database Licenses: Practical Tips for Health Care Organizations.”

- Julie Kwan began teaching a course on health sciences librarianship on October 4. It's All About Health is the theme of UCLA's new course, IS 457: Health Sciences Librarianship. The course will be taught by Julie Kwan and a team from the UCLA Biomedical Library and other network members during the fall quarter.